

Council Policy

5.22 Reserves Sponsorship Signage Policy

Objective

The Town of Bassendean's objectives for the Reserves Sponsorship Signage Policy are:

- To monitor and control all sponsorship signage that is erected at the Towns Reserves;
- To support and encourage local clubs to be more sustainable through sourcing external sponsorship income;

Strategy

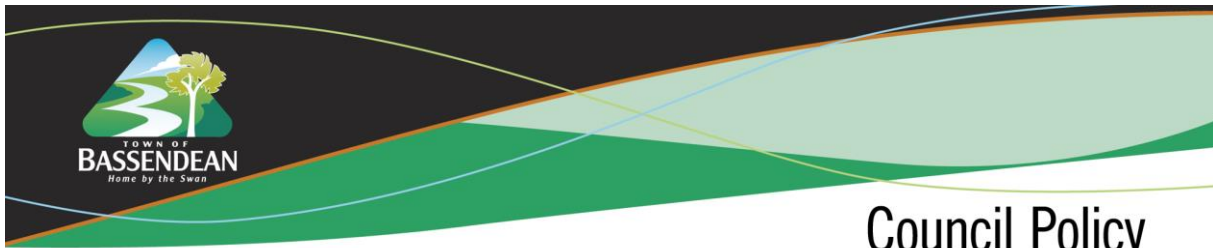
The Town of Bassendean recognises the value of sponsorship to local sporting clubs, and appreciates that there is a requirement to display sponsorship signs. This signage needs to be controlled to protect the amenity of reserves and surrounding areas as well as its patrons and the wider community. Sponsorship signage must be considered on the merits of the proposal including the following factors, location, size, impact, purpose and the location/setting/use of the Reserve.

The Town of Bassendean strives to achieve these objectives by:

- Ensuring that all sponsorship signage at the Towns Reserves meet the specified criteria; and
- Administration of Local Planning Scheme 10.

This policy applies to the following active sporting reserves:

- Ashfield Reserve;
- Jubilee Reserve; and
- BIC Reserve.



Sponsorship signs are categorised as follows:

1. Temporary signage can be:

- Internal to the site; and/or
- Mounted on a building or structure; and/or
- Freestanding.

2. Permanent signage can be:

- Internal to the site; and/or
- Mounted on a building or structure; and/or
- Freestanding.

Application

The Chief Executive Officer (CEO) has the authority to administer the requirements of this policy. The CEO has on-delegated this authority to the Manager Community Development. The Chief Executive Officer has the authority to sign applications for planning consent that comply with this policy.

This policy is to be reviewed every three years.

<p>Policy Type: Council Policy</p> <p>Link to Strategic Community Plan: Inclusiveness, Lifelong Learning, Health and Social Wellbeing -</p>	<p>Policy Owner: Director Community Development</p> <p>Adopted: OCM1 – 3/2/10</p> <p>Last Review Date: March 2014</p> <p>Version 1</p> <p>Next Review due by: December 2016</p>
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